

OPERATION[®]
LOOKOUT

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best practices manual
updated July 2008

INTRODUCTION

This information is designed to show you how you can get OPERATION LOOKOUT[®] started in your community. We will show you how to promote it, and what resources you can use to develop and maintain an active, successful program.

The fact is, all communities want to stop impaired drivers. Through the OPERATION LOOKOUT[®] program, you can show all drivers in your community that people are watching. It is not enough to avoid a R.I.D.E. spot-check anymore, it's about not driving impaired.

This manual is not a magic formula that guarantees success, but it is a start. It will help you to understand your role as the leader of OPERATION LOOKOUT[®] in your community.

If you have any questions about the program or any of the content in this document, please give call our office at the number below:

As a victim and a mother I thank you for your time and consideration, for your commitment and passion; we hope our combined efforts will save lives in the future.

Mary Purnell
Vice-President,
Ontario Community Council on Impaired Driving

OCCID Office Contact:

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BACKGROUND INFORMATION

PROGRAM DESCRIPTION

OPERATION LOOKOUT® is designed to encourage people to look out for and report impaired drivers. The program's strengths are two-pronged: to remove an impaired driver from the road before a collision occurs, and to provide a strong deterrent to those who might otherwise drive impaired by informing them that the whole community is on the lookout for them.

OPERATION LOOKOUT® is most effective when local citizens, community groups, businesses and police form a partnership to develop and implement this program within their own community.

Studies show the greatest deterrent to impaired driving is the risk of being caught. The main source of this deterrent has historically been police-operated spot-checks such as the R.I.D.E. program and general police patrols. Through OPERATION LOOKOUT® streets are made safer by facilitating a mechanism for police to reach more impaired drivers in a more timely fashion and by reminding all drivers that they can be caught. OPERATION LOOKOUT® encourages citizens to report impaired drivers and is a complementary program to other impaired driving programs such as R.I.D.E. or Spot-Check.

Citizens are asked only to report impaired drivers and as such their involvement is minimal; they needn't become more involved in the program beyond just reporting the impaired driver. Callers can remain anonymous, though most 9-1-1 radio dispatchers will request a name, this conflict has been discussed at meetings.

OPERATION LOOKOUT® is a Canada-wide, community-based program resolved to deter and remove impaired drivers through public awareness. To achieve this mission, OPERATION LOOKOUT®:

- Is steered by a committee consisting of citizens, corporate and police members
- Encourages the public to report suspected impaired drivers to the police
- Maximizes media participation and victim involvement
- Minimizes costs through innovative approaches
- Provides materials to participating groups such as road signs, decals, art work and PSA's
- Monitors progress through statistics

BACKGROUND INFORMATION

HISTORY

OPERATION LOOKOUT[®] was conceptualized by the Simcoe County chapter of Against Drunk Driving and then developed by the head office of Against Drunk Driving with support from Peel Regional Police in November 1992. OPERATION LOOKOUT[®] was field tested in the Peel Region through the sponsorship of Goodyear Canada and St. Lawrence Cement.

An information campaign that included posters, wallet-size cards, banners, combined with media events, created an incentive for community participation. As a result, the number of OPERATION LOOKOUT[®] reports received by Peel Regional Police in 1993 increased by more than 43%. In 1994 the number was up by 75%. Within the first year of the program, the number of alcohol-related deaths resulted from traffic crashes went from 24% to 17%.

The program has since spread to many communities across the country and has expanded to include watercrafts, off-road recreational vehicles and snowmobiles.

SUPPORT FOR THE COMMUNITY

Whether it's Sudbury, Peterborough, Grey-Bruce County, Kingston or any of the other communities running OPERATION LOOKOUT[®], the success of the program depends on local support, not just from citizens, but also from businesses.

With community support, you can distribute road signs, decals and any materials you can produce to promote the program. It can also be wise to collaborate with community programs such as Neighbourhood Watch, Block Parents, Good Neighbours and Crime Stoppers.

HOW IT WORKS

Communities form a committee involving any and all of the following: police, business, media, public health, municipal works, and emergency services. They acquire and share information about Operation Lookout such as signs, posters, media messages, etc. These materials are used to raise awareness of the concept and encourage public involvement. The committee can and should set guidelines and reporting strategies to track 911 calls and to monitor the program successes.

Some success stories for Operation Lookout include:

- On-going media coverage over the years across Canada and even on the internet
- The creation of the Operation Lookout Peterborough Committee which sets up and operates the program and also carries out other efforts for the Peterborough Region such as Choose Your Ride and Operation Lookout Marine
- Expansion of Operation Lookout in the Belleville area resulting in six Centre Hastings municipalities displaying Operation Lookout messages. Marmora and Lake, Stirling, Madoc Township, Centre Hastings, and Tweed and Tudor and Cashel are all involved along with Central Hastings OPP
- Operation Lookout in French in areas of Ontario, Quebec and New Brunswick
- Involvement of 9 police services/detachments in Operation Lookout in Grey Bruce County
- Significant expansion/implementation of Operation Lookout in Upper Ottawa and North Bay regions.

These are only some of the many outstanding efforts going on in Canada.

BACKGROUND INFORMATION

HOW TO SPOT and HOW TO REPORT AN IMPAIRED DRIVER

Any suspicious driving behaviour could be a sign of an impaired driver, for example:

- Driving unreasonably fast, slow or at inconsistent speeds
- Slowly drifting in and out of lanes
- Driving without headlights, failing to lower high-beams or leaving turn signals on
- Tailgating and changing lanes frequently at excessive speeds
- Making wide turns, changing lanes or passing with insufficient clearance
- Overshooting, stopping well before or disregarding signals and signs
- Approaching signals or leaving intersections too quickly or very slowly
- Driving with windows open in cold or inclement weather
- Stopping without cause in an live traffic lane
- Driving in a low gear for no apparent reason or frequently grinding gears

Citizens who believe they have seen an impaired driver are encouraged to phone the police and:

1. State that they have seen an impaired driver.
2. State the location.
3. Vehicle description:
 - a. Licence Plate Number
 - b. Colour
 - c. Make and Model
4. Direction of travel
5. Description of driver

Citizens are typically not encouraged to do any more than what is listed above. When the person reporting the incident is also a driver they should be reminded to use their cell phone safely.

HOW TO GET STARTED

COMMUNITY MOBILIZATION

Once you have your committee in place with as close to the ideal membership as you can achieve (police, public health, business, media, public works, and any other traffic safety organizations) you can reach out to the rest of your community ...

Word-of-mouth promotion through organizations is the cheapest form of advertising. Before you promote the program with posters or public service announcements, promote it to people in groups. For example:

- Representatives from municipal council
- Members of the media
- High school students (Ontario Students Against Impaired Driving)
- Service clubs
- Community policing groups (eg. Neighbourhood Watch)
- Representatives from the transportation sector
- College and university students
- Corporations
- Public relations representatives
- Victim advocates

Make a list of potential candidates and send them a description of the program. Follow up with a call, get their feedback and invite them to an initial meeting. You may want to have an OPERATION LOOKOUT® public service announcement on hand to present to the group as well as some information about local statistics.

It's helpful to start your communications effort at a grassroots level. These contacts above can tell their respective groups about the program and pass along the message to others. Everyone wants impaired drivers off the road and waterways. Give them the opportunity to help and you will see results.

MEDIA RELATIONS

MEDIA CONFERENCES

Media conferences take a lot of work, but are worth the effort. You will want a 'hook' or some sort of photo opportunity that will attract the media. Invite key players and stakeholders of the OPERATION LOOKOUT® program to be speakers at the event. The Police Chief in your community and CEO or head of the emergency ward of your local hospital are the types of people that typically attract media attention. Invite them to your event well in advance.

Sample alert for a media conference:

M E D I A A L E R T

Issued: Tuesday April 24th, 2007

WHO: **Ontario Community Council on Impaired Driving (OCCID)
Ottawa Alliance on Impaired Driving (OAID)**

WHAT: **FIRST UNITED NATIONS GLOBAL ROAD SAFETY WEEK**

Operation Lookout® Launch

Campaign encouraging the public to call 911 or *OPP to report a suspected impaired driver

WHERE: Ottawa O.P.P. Detachment
937 Teron Road, Kanata, Ontario

WHEN: **Wednesday, April 25th, 2007
10:00-10:45 AM**

PHOTO OP: Victims and volunteers will present police officers
with signage for the program

MEDIA

CONTACTS: Anne Leonard, OCCID
416-485-4411, cell 416-578-4829

Doug Mayhew, OAID
613-721-3283, cell 613-290-3553

MEDIA RELATIONS

PRESS RELEASE

To ensure that your group fully benefits from media coverage along the way, send a press release to your local newspaper, radio station, and television station. (Sample release on next page). The first paragraph will contain your local information. Like the example given, tell the press when the program was launched and who helped launch it. The rest of the press release is a description of how the program works. You can use the information used here or write your own description.

SAMPLE RESS RELEASE

MEDIA RELEASE

For Release (date, time)

OPERATION LOOKOUT®: Intervening to Prevent Impaired Driving

(DATE, LOCATION)

Ontario Community Council on Impaired Driving (OCCID) and (insert your group) are reminding the public of the role they can play to prevent impaired driving by participating in Operation Lookout®.

Operation Lookout® intervenes to remove unsafe drivers from the roads, and also deters potential impaired drivers by communicating an increased likelihood of apprehension. Road users are asked to report suspected impaired drivers by calling 9-1-1 or *0PP.

“Drunk, drugged and fatigued drivers put us all at risk on our roads”, said Mary Purnell, OCCID Vice-President and victim. “Operation Lookout has been recognized by Health Canada as a valuable program to deal with repeat offenders. Police services running Operation Lookout have seen four-fold increases in the number of calls, saving lives on our roads”.

(personalize your release): Operation Lookout Peterborough has been running since 2002 and gratefully acknowledges Peterborough Police, Kawartha Lakes Police and the OPP of Peterborough County for their continued support.

(make sure to include a description of your photo opportunity)

– 30 –

Media Contact: (Your contact name, and phone number)

PROMOTING THE PROGRAM

COMMUNITY EVENTS

Along with contacting people in your community to get their help, there might also be events where you can promote OPERATION LOOKOUT® including: Trade shows (auto and boat shows esp.), summer festivals and fairs, Canada Day celebrations, or the Santa Claus parade. This is a sample letter to contact organizers of these or other community events.

Dear _____,

We are writing to introduce you to OPERATION LOOKOUT®, a program designed to remove impaired drivers from our roads by involving the people of our community. The program can be compared to Neighbourhood Watch for the road, asking all citizens to report impaired drivers.

Even though we have made encouraging progress in addressing this serious issue, the incidence of impaired driving remains unacceptably high. Every year, 1052 Canadians are killed and thousands more injured as a result of impaired driving and each of these incidents could be prevented.

OPERATION LOOKOUT® offers our community a chance to be part of the solution by prompting the public to contact the police if they witness an impaired driver. We will be posting signs and placing decals in key areas throughout the community, and spreading the word through the local media.

We are asking that you help spread the word by displaying the decal in a prominent place. The message will be clear: Everyone is watching. If you drive impaired, you will be reported.

Thank you for joining us in this important effort.

Yours truly,

(your name)

PROMOTING THE PROGRAM

OPERATION LOOKOUT® ROAD SIGNS

To help spread the word through your community, we have developed OPERATION LOOKOUT® road signs (see page 15). You will have to work with your local police and transportation officials to coordinate the placement and erection of the signs.

You may also want to develop a poster to place in the community at strategic locations, such as gas stations, bars and restaurants. It is in the best interest of the owners to avoid the conflicts that arise if an impaired driver leaves their premises and gets into a collision.

The artwork for the signs can be shared with media along with a request for free space should they be able to help out sometime (maybe in the event that they have a cancellation of a display advertisement for example)

NETWORKING

Word-of-mouth is the most powerful promotional tool. Try to exhaust all possible community avenues for the program. Despite all the advertising and promotional material produced, personal contacts are very important to the visibility of your program. They also bring more people into your group, more ideas to your plan and more resources to your project.

PRESENTATIONS TO GROUPS

Public speaking provides opportunities to get the OPERATION LOOKOUT® message to the public and to raise funds. Speaking to local service clubs could provide a continuing source of funding for your program (since they are great fundraisers).

Many people who volunteer their time to support service club activities often have great contacts in the community, and thus provide another resource you can use to promote your program.

Speaking in workplaces is a very effective way to reach the public. The average impaired driver is older and the need for keeping a licence is that much greater for people with jobs... (a salesman wants to be able to drive around to cover his territory and a tradesman may well work where there is little or no public transit available) so employers are more and more interested in educating their staff about impaired driving. Our office has found that the general public is unaware of the current penalties for impaired driving especially the reinstatement process. Certainly having full knowledge of the complete costs and consequences will inspire more would-be impaired drivers to call a cab or stay overnight. Employers invest a lot of time and training into their employees and keeping them legally licensed is desirable. Sharing information about Operation Lookout will also put this target audience of ours (adult males) on notice that they are much more likely to be caught now that the entire community is one big RIDE program.

A great presentation will go a long way towards getting some of the larger groups on board with the program.

PROMOTIONAL TIPS

PROMOTIONAL ACTIVITIES

As we said, the most important thing to do is tell people about OPERATION LOOKOUT®.

Since your target group is extremely large, your promotion strategy should involve different mediums. And once you build momentum, try to maintain it. Plan to do an event, or contact a group at least quarterly. That way, OPERATION LOOKOUT® will be seen in your community throughout the year.

Here are some tips to stay top-of-mind in your community:

Have your posters inserted into area newspapers. Ask them if they will print your posters, or even run a separate ad in the newspaper. You may be able to have space in the newspaper donated or sponsored.

Prepare public service announcements for the radio station. Your best bet is to ask the local radio station if they will include a quick spot and have a local radio personality read it (called an announcer-read spot), and they are very effective for spreading the OPERATION LOOKOUT® message.

Distribute OPERATION LOOKOUT® decals or other materials to car washes. Ask the manager if they will give the items to customers. Make sure that the owner has all the information to answer any questions customers might have.

Ask your municipal council to allow OPERATION LOOKOUT® decals placed on city or municipal vehicles.

Ask the municipality to provide you with the space to erect a large community sign. A busy intersection, or even a billboard might be great for this. Look in the phone book to find a business that provides signs and see if they will donate it.

Ask your MP or MPP to place an advertisement in their report or calendar sent to constituents.

Ask your local high school to advertise OPERATION LOOKOUT® on their outdoor sign throughout the summer.

Offer your services as a speaker to service clubs and high schools.

Get creative! Use resources in your community to spread the message. Telling people about OPERATION LOOKOUT® does not have to be expensive as long as you are creative about it. For more helpful tips, take a look at the Operation Lookout website at www.operationlookout.ca.

THANK those who are involved and let them know when the program is working. One example of this is to send a thank you note to your local MacDonalds or Tims or Country Style and thank them for their involvement – point out the occasions when staff has been instrumental in taking an impaired driver off the road – suggest that they post the letter in the lunch room.

SECURING RESOURCES

WHAT RESOURCES CAN BE SECURED

FINANCIAL

The basics of this program can be accomplished by creating an intense word-of-mouth campaign that gets people in your community involved. However, there are elements that will cost money, like printing posters and special media events.

If your group wishes to distribute promotional items or to take advantage of the suggestions in this guide, you may have to consider fundraising. One of the first, though hardest ways is to approach local businesses and ask them to donate money or resources. Tell them they can place their logo on the posters or other materials if they are willing to supply funds to produce them.

Mostly, use the network of people whom you have enlisted to help you launch the program. They will have suggestions for raising funds or making connections with people in the position to authorize program sponsorship.

IN-KIND

Some of the best support a group might receive can come in the form of “in-kind” support. So don’t shy away when an agency isn’t able to give you cash - some examples of terrific in-kind support include:

- Having a solid partnership with your local municipality can be “worth its weight in gold”. A local municipality can help in arranging for space and permission for signs, for putting signs up either alone or in conjunction with other signs, and can help share the program with municipal workers – which can lead to stickers in their vehicle and more promotion about the program. The local council can offer support and can be supportive of the committee’s relationship with local police and emergency measures systems.
- Media support is almost always in-kind but nonetheless has a huge value as they give airtime that most of us could never afford to buy. Developing a good relationship with ALL media (don’t forget print and electronic message boards) is a great way to keep your program alive and in the minds of the public whether it’s to announce new partners, new reasons why people should support you
- Local sign companies can be very instrumental in getting signs/billboards done and installed.
- Your transit company may be able to put something on the back of a bus for you for just the cost of producing the materials.

GRANTS

You may be able to arrange for a grant to support some of your program. Use your typical avenues for applying to grants (we have no secret recipe for success here!)

OPERATION LOOKOUT® NETWORK

We have included a list of resource people who have been involved in the implementation of OPERATION LOOKOUT®. Don’t hesitate to contact them if you need help.

Be aware that OCCID will also be trying to arrange for support through this method; if you contact us we will advise you as to what outstanding requests we have and may be able to update you on new opportunities.

RESOURCES/CONTACTS

CONTACT NAME	ORGANIZATION	TELEPHONE	EMAIL
Brian Mitchell	Centre for Addiction and Mental Health (CAMH)	705-745-4248	bmittchell@nexicom.net
Kerri Jianopoulos	Hastings & Prince Edward Counties Health Unit	613-966-5513 x 229	KJianopoulos@hpechu.on.ca
Danielle Court-Harman	Grey Bruce Health Unit	519-376-9420	d.court-harman@publichealthgreybruce.on.ca
Ron Roy	Action Sudbury	705-524-1453	rmkroy@sympatico.ca
Paul Allore	Ministry of Transportation Southeastern Region	905-544-2220	Paul.Allore@ontario.ca
Tom Marinis	Ministry of Transportation Northwestern Region	807-473-2198	Tom.Marinis@ontario.ca
Jeff Griffith	Ministry of Transportation Northern Region	705-497-5453	Jeff.Griffith@ontario.ca
John Warkentin	Ministry of Transportation Southwestern Region	519-873-4420	John.Warkentin@ontario.ca
Natalie Zeitoun	Ministry of Transportation Central Region (West)	416-235-4808	Natalie.Zeitoun@ontario.ca
Elaine Dimitroff	Ministry of Transportation Central Region (East)	416-235-4866	Elaine.Dimitroff@ontario.ca
Al Reid (Sgt.)	Ontario Prov. Police	705-329-6130	Al.Reid@ontario.ca (retired June 2008)
Tom Tumilty	Past Chair Canadians for Safe and Sober Driving	905-793-7710	Tom.Tumilty@rogers.com
Mary Purnell	Past Chair Canadians for Safe and Sober Driving	905-775-8948	purnell@rogers.com

Materials

Community groups can order road signs for their communities. OCCID will provide a maximum of 10 small signs and 4 large signs per community for free. Signs are 45 cm across by 60 cm high with larger signs measuring 60 cm across by 90 cm high. These are best used on lower speed (60 km/h) roadways. The signs comply with typical public works standards. It is best if signs can be delivered rather than shipped as each one weighs about 9 pounds so a request for 10 signs = 90 lbs which is a very heavy shipment. Groups may purchase additional signs at cost: small signs at approximately \$16.00 each and the larger signs at approximately \$35.00.

They measure 5 cm high by 15 cm across. OCCID will send 100 to each community group.



A larger sign (60 x 90 cm) was produced early in 2008 with this artwork>

The artwork below is for an electrostatic cling vinyl “sticker” that can be used by drive-throughs, gas stations, etc.



These are samples of billboards put up in various communities through local community partnerships or via local grants, etc. OCCID cannot help with these beyond sharing the ideas for wording and artwork.

Community groups are best advised to work with their own contacts and those listed under “resources/contacts” who might be able to offer help or insight into arranging for space and production.



LEGAL REQUIREMENTS

Please find following the OPERATION LOOKOUT® Licence Agreement which each community offering the program has signed and Schedule 'A' with the logos for OPERATION LOOKOUT®.

LICENCE AGREEMENT

THIS AGREEMENT, effective as of the ___ day of the ___ month in the year _____.

BETWEEN:

ONTARIO COMMUNITY COUNCIL ON IMPAIRED DRIVING (OCCID)
(hereinafter called "OWNER")

OF THE FIRST PART,

-and-

(hereinafter called "User")

OF THE SECOND PART.

WHEREAS Owner is the owner of the trade-marks and service marks (hereinafter called "Trade-Marks") and registrations as listed in the attached Schedule "A";

AND WHEREAS User is desirous of using the Trade-Marks in connection with its business;

NOW THEREFORE in consideration of the foregoing and of the mutual promises hereinafter set forth, the parties agree as follows:

Article 1 – Grant of Licence

1.1 Owner grants to User a non-exclusive, non-transferable licence to use the Trade-Marks in the name and in connection with the goods and services covered by the registrations referred to in Schedule "A" and User accepts the licence subject to the following terms and conditions.

Article 2 – Ownership of Trade-Marks

2.1 User acknowledges the ownership of the Trade-Marks in Owner, agrees that it will do nothing inconsistent with such ownership and that all use of the Trade-Marks by User shall ensure to the benefit of and be on behalf of Owner, and agrees to assist Owner in recording this Agreement with appropriate government authorities, if necessary. User agrees that nothing in this Licence shall give User any right, title or interest in the Trade-Marks other than the right to use the Trade-Marks in accordance with this Licence and User agrees that it will not attack the title of Owner to the Trade-Marks or attack the validity of this Licence.

Article 3 – Quality Standards

3.1 User agrees that the nature and quality of all services rendered and goods provided by User in connection with the Trade-Marks shall conform to standards set by and be under the control of Owner.

Article 4 – Quality Maintenance

4.1 User agrees to co-operate with Owner in facilitating Owner's control of such nature and quality, to permit reasonable inspection of User's operation, and to supply Owner with specimens of use of the Trade-Marks upon request. User shall comply with all applicable laws and regulations and obtain all appropriate government approvals pertaining to the sale, distribution and advertising of the goods and services covered by this Licence.

Article 5 – Form of Use

5.1 User agrees to use the Trade-Marks only in the form and manner and with appropriate legends as prescribed from time to time by Owner, and not to use any other trade-marks or service mark in combination with any of the Trade-Marks without prior written approval of Owner.

Article 6 – Infringement Proceedings

6.1 User agrees to notify Owner of any unauthorized use of the Trade-Marks by others promptly as it comes to User’s attention. Owner shall have the sole right and discretion to bring infringement or unfair competition proceedings involving the Trade-Marks.

Article 7 – Term

7.1 This Agreement shall continue in force and effect for the terms of the registrations issued for said Trade-Marks listed in Schedule “A” and all renewals thereof, unless sooner terminated as provided for herein.

Article 8 – Termination for Cause

8.1 Owner shall have the right to terminate this Agreement upon thirty (30) days written notice to User in the event of any affirmative act of insolvency by User, or upon the appointment of any receiver or trustee to take possession of the properties of User, or upon breach of any of the provisions hereof by User.

Article 9 – Effect of Termination

9.1 Upon termination of this Agreement, User agrees to immediately discontinue all use of the Trade-Marks and any term confusingly similar thereto, and to delete the same from its corporate or business name, to co-operate with Owner or its appointed agents to apply to the appropriate authorities to cancel recording of this Agreement from all government records, to destroy or return to Owner all printed materials bearing any of the Trade-Marks, and that all rights in the Trade-Marks and the goodwill connected therewith shall remain the property of the Owner.

Article 10 – Interpretation of Agreement

10.1 It is agreed that this Agreement may be interpreted according to the laws of the Province of Ontario and the laws of Canada applicable therein.

Article 11 – Submission of Statistical Information

11.1 It is agreed that the User will provide to the Owner on an annual basis statistical and/or activity reports on the number of impaired drivers reported to police by concerned citizens and/or events organized by the User.

Article 12 – Access to Print Material Information

12.1 It is agreed that the User will be provided with access to print material from the Owner for the sole use of the licensed User.

IN WITNESS WHEREOF the parties hereto have caused this Agreement to be executed as of the day and year first above written.

ONTARIO COMMUNITY COUNCIL ON IMPAIRED DRIVING (OCCID)

Per: _____

_____ (community group name) _

Per: _____

SCHEDULE "A"

Trade-Mark: OFFICIAL MARK: OPERATION LOOKOUT®

OPERATION® LOOKOUT

OPERATION LOOKOUT® is a registered Trade-Mark of:



Ontario Community Council
on Impaired Driving

Ontario Community Council on Impaired Driving (OCCID)
1387 Bayview Ave., Suite 106, Toronto, Ontario M4G 3A5
Tel: 416-485-4411 Fax: 416-485-8879 occid@bellnet.ca
operationlookout.ca call911.ca occid.org

OPERATION LOOKOUT® COMMUNITY ACTIVITY REPORT

Report due March 31st for previous year's statistics/activities
(ex: March 31, 2008 for January – December 2007)

Please mail to 1387 Bayview Ave. Suite 106, Toronto ON M4G 3A5 or fax to 416-485-8879

1. # of citizen reports _____
2. # of apprehensions _____
3. # of 12-hour suspensions _____
4. # of DWI charges laid _____
5. Details on news conferences/publicity/brochures and materials distributed, radio/tv/interviews/newspaper articles, etc.

6. New funding from corporate sponsors or fundraising initiatives to support Operation Lookout®.

7. Anecdotal story of how Operation Lookout® made your community safer.

8. Your comments are important. Please use this space to raise an issue, ask a question, network with others, etc.

Report completed by:

Name: _____
Position: _____
Organization: _____
Police Service: _____

Please attach any additional information sheets or newspaper clippings.

Fax to: 416-485-8879
Or mail to: 1387 Bayview Avenue, Suite 106, Toronto, ON, M4G 3A5